

KLIF(AM), KTCK(AM), KPLX(FM), KLIF(FM), KTDK(FM), WBAP(AM), WBAP-FM and KSCS(FM)

## RECRUITMENT INITIATIVES FORM

April 1, 2012-March 31, 2013

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
1.	Internship Program	During reporting period	During this reporting period, our SEU hosted eleven (11) student interns from: University of North Texas (6); University of Texas-Arlington (2); Texas A & M (1); University of Iowa (1); and University of Maryland (1). The interns assisted the Programming Department and "shadowed" Department managers to learn about the operations and responsibilities of each department. The students also worked closely with SEU producers and provided the support necessary to help them create a variety of radio shows.
2.	Participate in activity reasonably calculated to further the goal of disseminating information about employment opportunities in broadcasting	04/11/2012	Metroplex Area Consortium of Career Centers ("MACCC") is a group career service professionals, representing Dallas/Fort Worth community colleges and universities, dedicated to creating relationships with employers and identifying best practices to assist their students. On April 11, 2011, our SEU hosted a regular meeting of MACCC and presented information about broadcasting careers and candidate qualifications to bolster MACCC's ability to guide applicants to the broadcasting field. SEU participants included our Operations and Promotions Directors and General Sales Manager.
3.	Host Job Fair	04/11/2012	Our SEU hosted a sales open house at its studios in Dallas. The General Sales Managers (4) presented information about sales positions in broadcasting, candidate qualifications and the operations of a radio station during this event. This open house was promoted on one or more SEU stations.
4.	Participate in event/program sponsored by an educational institution relating to careers in broadcasting	04/20/2012	Our SEU sponsored and hosted the 5th annual Student Media Tour organized by the Alliance of Women in Media. A group of college students visited our studios in Dallas and received a tour of the facilities. Following the tour, our SEU's Market Manager, Operations Director, Promotions and Events Director and General Sales Managers (2) presented information about broadcasting careers, candidate qualifications and the operations of a radio station.
5.	Participate in Job Fair	06/14/2012	Our SEU participated in the DeVry University Network Connections Career Fair. Our Business Manager attended this event and provided information to interested students about career opportunities in broadcasting as well as job openings and internships within the SEU.
6.	Host Job Fair	08/16/2012	Our SEU hosted a sales open house at its studios in Dallas. The General Sales Managers (4) presented information about sales positions in broadcasting, candidate qualifications and the operations of a radio station during this event. This open house was promoted on one or more SEU stations.

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
7.	Host Job Fair	09/12/2012	Our SEU hosted the "Putting Texans Back to Work" job fair at the Irving Convention Center that included 120 potential employers and was attended by approximately 6,000 job seekers. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Business Manager, General Sales Managers, Program Directors and Assistant Business Manager manned the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on one or more SEU stations.
8.	Participate in Job Fair	09/18/2012	Our SEU participated in the National Association of Broadcaster's Education Foundation "Radio Show Career Fair". Our Business Manager and Assistant Business Manager attended this event and provided information to attendees about careers opportunities in broadcasting and job openings and internships within the SEU.
9.	Participate in event/program sponsored by a community organization relating to careers in broadcasting	02/21/2013	One of our SEU's Account Executives was invited to the Tower Club in Dallas to talk with the Dallas Downtown Connections Business Networking Group about radio broadcasting, the SEU's cluster of stations and the interesting sales opportunities working with a cluster of stations presents.
10.	Host Job Fair	03/19/2013	Our SEU hosted the "Putting Texans Back to Work" job fair at the Irving Convention Center that included 110 potential employers and was attended by approximately 3,500 job seekers. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Business Manager, General Sales Managers, Program Directors and Assistant Business Manager manned the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on one or more SEU stations.

**KLIF(AM), KTCK(AM), KTCK(FM), KPLX(FM), KLIF(FM),  
WBAP(AM), KSCS(FM) and employees at KESN(FM)**

**RECRUITMENT INITIATIVES FORM**

**April 1, 2013-March 31, 2014**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Date</b>	<b>Brief Description of Activity &amp; Scope of Broadcaster's Participation</b> <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Internship Program	During reporting period	During this reporting period, our SEU hosted fourteen (14) student interns from: University of North Texas (10); Oklahoma State University (1); Texas Wesleyan (1); El Centro College (1); and, the University of Texas-Dallas (1). The interns assisted the Programming/Promotion Departments and "shadowed" Department managers to learn about the operations and responsibilities of each department. The student interns also worked closely with SEU producers and provided the support necessary to help them create a variety of radio shows.
2.	Participate in event/program sponsored by a community organization relating to careers in broadcasting	04/05/2013	Our Promotions and Events Director was invited to the University of North Texas to speak at the Event Management Class meeting. She talked with students about how an event is run from start to finish, the different types of events from promotional appearances to live road shows, and how to create/develop a unique brand.
3.	Participate in event/program sponsored by a community organization relating to careers in broadcasting Host Job Fair	05/20/2013	Two of our SEU's Sales Mangers spoke at the Media Sales Institute Career Day sponsored by the National Association of Broadcasters. This event took place on the University of North Texas campus during which our Managers talked with the students about effective sales presentations and the basics of being a great sales executive.
4.	Host Job Fair	09/25/2013	Our SEU hosted the "Putting Texans Back to Work" job fair at the Arlington Convention Center that included 100 potential employers and was attended by approximately 4,500 job seekers. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Business Manager, General Sales Managers, Program Directors and Assistant Business Manager manned the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on one or more SEU stations.
5.	Participate in event/program sponsored by a community organization relating to careers in broadcasting	10/24/2013	One of our SEU's On-Air Personalities addressed students at an American Broadcasting School meeting on the Arlington campus, providing information about the industry, his personal experiences as an On-Air Personality and career opportunities and internships in radio.
6.	Participate in Job Fair	01/07/2014	Our SEU participated in the Tech Career Development Conference sponsored by Communities Foundations of Texas. One of our Sales Managers attended this event and provided information to attendees about career opportunities in broadcasting and sales opportunities within the SEU.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Date</b>	<b>Brief Description of Activity &amp; Scope of Broadcaster's Participation</b> <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
7.	Host Job Fair	01/30/2014	Our SEU hosted a Sales Open House at its studios in Dallas. The General Sales Managers (5) presented information about sales positions in broadcasting, candidate qualifications and the operations of a radio station during this event. This open house was promoted on one or more SEU stations.
8.	Participate in Job Fair	02/27/2014	Our SEU participated in the 8 <sup>th</sup> Annual Sports Industry Career Fair hosted by the Dallas Stars at the American Airlines Center in Dallas. Our Business and Assistant Business Managers attended this event and provided information to interested attendees about career opportunities in broadcasting and job openings within the SEU.
9.	Host Job Fair	03/26/2014	Our SEU hosted the "Putting Texans Back to Work" job fair at the Plano Convention Center that included 90 potential employers and was attended by approximately 3,500 job seekers. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Business Manager, General Sales Managers, Program Directors and Assistant Business Manager manned the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on one or more SEU stations.



# CUMULUS

## Mandatory Checklist for Internship

The following items must be completed and submitted to the Market Manager (Dan Bennett) for review and signature approval by the Department Head before any written offer is to be officially extended to potential Interns. Without exception, pending candidates will not be eligible for employment by Cumulus until each of these items has been appropriately completed in their entirety.

Candidate: Garret

Department: \_\_\_\_\_

### **Necessary Pre-Internship Documents:**

#### **Search**

☐ Candidate identification source:

Identified through: On-Air Announcement (i.e., on-line search, ad. response, referral, etc.)

#### **Paperwork**

☐ Completed Cumulus Employment Application

☐ Current resume provided by Intern

☐ College paperwork/authorization verifying school credit will be received

Internship term: Fall 2012 College/University: University of North Texas

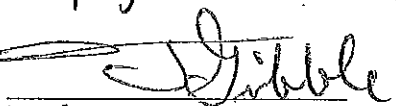
Degree Sought: Master's in Broadcast Journalism

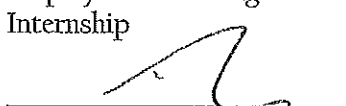
Expectations: What does the intern expect to get out of this internship?

To gain experience in the production and responsibilities

entailed in the execution of a radio broadcast

program.

  
Employee Overseeing  
Internship

  
Business Manager  
Tom Dailey

Department Head

  
VP/Market Manager  
Dan Bennett

Until further notice, once all the paperwork has been seen/approved by Dan/Tom, please turn packet into Tom Dailey. Once Tom Dailey receives this paperwork, the Intern will be issued an "Intern" laminate and it must be worn at all times while in the building or out of the office on company business.



# CUMULUS

## **Mandatory Checklist for Internship**

The following items must be completed and submitted to the Market Manager (Dan Bennett) for review and signature approval by the Department Head before any written offer is to be officially extended to potential Interns. Without exception, pending candidates will not be eligible for employment by Cumulus until each of these items has been appropriately completed in their entirety.

Candidate: DANIEL

Department: KTRK Programming

### **Necessary Pre-Internship Documents:**

#### **Search**

- ☐ Candidate identification source:  
*Identified through:* \_\_\_\_\_ (i.e., on-line search, ad.  
response, referral, etc.)

#### **Paperwork**

- ☒ Completed Cumulus Employment Application  
☐ Current resume provided by Intern  
☐ College paperwork/authorization verifying school credit will be received

**Internship term:** Summer 2012 **College/University:** University of Florida

**Degree Sought:** Journalism

**Expectations: What does the intern expect to get out of this internship?**

\_\_\_\_\_  
\_\_\_\_\_

Employee Overseeing  
Internship

Business Manager  
Tom Dailey

Department Head

VP/Market Manager  
Dan Bennett

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# CUMULUS

Summer 2012

## Mandatory Checklist for Internship

The following items must be completed and submitted to the Market Manager (Dan Bennett) for review and signature approval by the Department Head before any written offer is to be officially extended to potential Interns. Without exception, pending candidates will not be eligible for employment by Cumulus until each of these items has been appropriately completed in their entirety.

Candidate: Rebecca Department: KSCS - WBAP promotions

### **Necessary Pre-Internship Documents:**

#### **Search**

- ☒ Candidate identification source:  
Identified through: Referral - (i.e., on-line search, ad.  
response, referral, etc.)

#### **Paperwork**

- ☒ Completed Cumulus Employment Application  
☒ Current resume provided by Intern  
☒ College paperwork/authorization verifying school credit will be received

Summer 2012

Internship term: \_\_\_\_\_ College/University: Texas A+M

Degree Sought: International Communications ; Media

Expectations: What does the intern expect to get out of this internship?

Develop a further understanding of  
the insides of the radio industry  
through marketing/promotions.

Victoria Albrecht  
Employee Overseeing  
Internship

Tom Dailey  
Business Manager  
Tom Dailey

Carl B.  
Department Head

Dan Bennett  
VP/Market Manager  
Dan Bennett

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# CUMULUS

## **Mandatory Checklist for Internship**

The following items must be completed and submitted to the Market Manager (Dan Bennett) for review and signature approval by the Department Head before any written offer is to be officially extended to potential Interns. Without exception, pending candidates will not be eligible for employment by Cumulus until each of these items has been appropriately completed in their entirety.

Candidate: DUSTIN Department: CDK KTCR

### **Necessary Pre-Internship Documents:**

#### **Search**

- ☐ Candidate identification source:  
Identified through: \_\_\_\_\_ (i.e., on-line search, ad.  
response, referral, etc.)

#### **Paperwork**

- ☒ Completed Cumulus Employment Application  
☒ Current resume provided by Intern  
☐ College paperwork/authorization verifying school credit will be received

Internship term: Summer 2012 College/University: UNT

Degree Sought: RADIO/TV

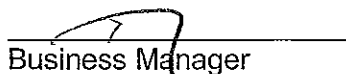
Expectations: What does the intern expect to get out of this internship?



\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

  
Employee Overseeing  
Internship

  
Business Manager  
Tom Dailey

  
Department Head  
  
VP/Market Manager  
Dan Bennett

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CUMULUS

Aug

### Mandatory Checklist for Internship

The following items must be completed and submitted to the Market Manager (Dan Bennett) for review and signature approval by the Department Head before any written offer is to be officially extended to potential Interns. Without exception, pending candidates will not be eligible for employment by Cumulus until each of these items has been appropriately completed in their entirety.

Candidate: Kristen

Department: KTCX Programming

### **Necessary Pre-Internship Documents:**

#### **Search**

☒ Candidate identification source:

Identified through: Direct Contact (i.e., on-line search, ad response, referral, etc.)

#### **Paperwork**

- ☒ Completed Cumulus Employment Application
- ☐ Current resume provided by Intern
- ☐ College paperwork/authorization verifying school credit will be received

Internship term: Summer College/University: University of North Texas

Degree Sought: Radio/TV/Film

Expectations: **What does the intern expect to get out of this internship?**

I expect to gain experience  
and learn about working in the  
broadcast industry.

Employee Overseeing  
Internship

Business Manager  
Tom Dailey

Department Head

VP/Market Manager  
Dan Bennett

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CUMULUS

June 4<sup>th</sup> to

Aug 10<sup>th</sup>

### Mandatory Checklist for Internship

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Candidate: Coll: \_\_\_\_\_ Department: KPLX Programming / Promotions

### **Necessary Pre-Internship Documents:**

#### **Search**

☒ Candidate identification source:  
Identified through: solicited vs \_\_\_\_\_ (i.e., on-line search, ad response, referral, etc.)

#### **Paperwork**

☒ Completed Cumulus Employment Application  
☒ Current resume provided by Intern  
☒ College paperwork/authorization verifying school credit will be received

Internship term: Summer 2012 College/University: University of North Texas

Degree Sought: Journalism

Expectations: What does the intern expect to get out of this internship?

Learn all aspects & department of  
Cumulus Broadcasting

Marn Hopkins  
Employee Overseeing  
Internship

Business Manager  
Tom Dailey

Marn Hopkins  
Department Head

[Signature]  
VP/Market Manager  
Dan Bennett

Until further notice, once all the paperwork has been seen/approved by Dan/Tom, please turn packet into Donna Willard. Once Donna receives this paperwork, the Intern will be issued an "Intern" laminate and it must be worn at all times while in the building or out of the office on company business.



# CUMULUS

## Mandatory Checklist for Internship

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Candidate: Princy Department: 193 Programming

### **Necessary Pre-Internship Documents:**

#### **Search**

- ☒ Candidate identification source:  
Identified through: Trey (i.e., on-line search, ad response, referral, etc.)

#### **Paperwork**

- ☒ Completed Cumulus Employment Application  
☒ Current resume provided by Intern  
☒ College paperwork/authorization verifying school credit will be received

Internship term: Spring/Summer 2012 College/University: UT - Arlington

Degree Sought: Masters in Broadcast

Expectations: What does the intern expect to get out of this internship?

To be proficient in all Audio, Talent and Production areas of radio

Adam Bomb

Employee Overseeing  
Internship

Business Manager  
Tom Dailey

John Fox

Department Head

[Signature]  
VP/Market Manager  
Dan Bennett

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# CUMULUS

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Candidate: Clinton

Department: The Ticket

### **Necessary Pre-Internship Documents:**

#### **Search**

- ☐ Candidate identification source:  
Identified through: E-MAIL REFERRAL (i.e., on-line search, ad.  
response, referral, etc.)

#### **Paperwork**

- ☒ Completed Cumulus Employment Application  
☒ Current resume provided by Intern  
☒ College paperwork/authorization verifying school credit will be received

Internship term: Jan 2012 - May 2012 College/University: University of North Texas

Degree Sought: News Journalism

#### **Expectations: What does the intern expect to get out of this internship?**

Develop an understanding of the business of  
radio and gain experience through the  
internship for future employment with the company.

Employee Overseeing  
Internship

Business Manager  
Tom Dailey

Department Head

VP/Market Manager  
Dan Bennett

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# CUMULUS

## Mandatory Checklist for Internship

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Candidate: Troy

Department: Programming

### Necessary Pre-Internship Documents:

#### Search

- ☐ Candidate identification source:  
Identified through: \_\_\_\_\_ (i.e., on-line search, ad.  
response, referral, etc.)

#### Paperwork

- ☒ Completed Cumulus Employment Application  
☒ Current resume provided by Intern OK  
☒ College paperwork/authorization verifying school credit will be received

Internship term: Spring 12 College/University: University of North Texas

Degree Sought: Radio, TV, film

Expectations: What does the intern expect to get out of this internship?

Hands on experience of working at  
a sports talk radio station

Mike Sinis  
Employee Overseeing  
Internship

Business Manager  
Tom Dailey

[Signature]  
Department Head

[Signature]  
VP/Market Manager  
Dan Bennett

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# CUMULUS

## Mandatory Checklist for Internship

The following items must be completed and submitted to the Market Manager (Dan Bennett) for review and signature approval by the Department Head before any written offer is to be officially extended to potential Interns. Without exception, pending candidates will not be eligible for employment by Cumulus until each of these items has been appropriately completed in their entirety.

Candidate: Jordan Department: KTCK Programming

### Necessary Pre-Internship Documents:

#### Search

- ☐ Candidate identification source:  
Identified through: FOX Southwest (i.e., on-line search, ad.  
response, referral, etc.)

#### Paperwork

- ☒ Completed Cumulus Employment Application  
☒ Current resume provided by Intern  
☒ College paperwork/authorization verifying school credit will be received

Internship term: SPRING 2012 College/University: UNIVERSITY OF TEXAS AT ARLINGTON

Degree Sought: Broadcast

Expectations: What does the intern expect to get out of this internship?

- Valuable Experience  
- ~~the~~ BUILD RELATIONSHIPS  
- GAIN KNOWLEDGE

Mike Siwis  
Employee Overseeing  
Internship

Tom Dailey  
Business Manager

[Signature]  
Department Head  
[Signature]  
VP/Market Manager  
Dan Bennett

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# CUMULUS

8/17/12

## Mandatory Checklist for Internship

The following items must be completed and submitted to the Market Manager (Dan Bennett) for review and signature approval by the Department Head before any written offer is to be officially extended to potential Interns. Without exception, pending candidates will not be eligible for employment by Cumulus until each of these items has been appropriately completed in their entirety.

Candidate: Arve

Department: KTUC Intern

### **Necessary Pre-Internship Documents:**

#### **Search**

- ☒ Candidate identification source:  
Identified through: Self-referral (i.e., on-line search, ad.  
response, referral, etc.)

#### **Paperwork**

- ☐ Completed Cumulus Employment Application  
☐ Current resume provided by Intern  
☐ College paperwork/authorization verifying school credit will be received

Internship term: Summer College/University: University of Maryland

Degree Sought: Communications - BA

Expectations: **What does the intern expect to get out of this internship?**

College credit and valuable hands-on experience.

Employee Overseeing  
Internship

Business Manager  
Tom Dailey

Department Head

VP/Market Manager  
Dan Bennett

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## Tom Dailey

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**From:** Valles, Maritza [mvalles@devry.edu]  
**Sent:** Tuesday, May 29, 2012 5:25 PM  
**To:** Tom Dailey  
**Cc:** Lohr, Sandra  
**Subject:** RE: DeVry University June 14, 2012 Network Connections Career Fair Information and Registration  
Formwatson.theresa@aaa-texas.com

Hi Tom,

Thank you so much for your interest to participate in the June 14, 2012 DeVry University Network Connections Career Fair at the Irving Campus. Please complete the attached DeVry University Career Fair Registration Form and return to me via email.

Please let me know if you have any questions. I can be reached via email at [mvalles@devry.edu](mailto:mvalles@devry.edu) or 972-929-9353. I look forward to seeing you on June 14, 2012 at the Irving Campus Network Connections Career Fair. Have a wonderful Afternoon!

Best Regards,

**Maritza Valles**  
Career Services Student Receptionist

**DeVry University**  
4800 Regent Blvd.  
Irving, TX 75063  
p: 972.929.9353  
f: 972.929.6779  
e: [mvalles@devry.edu](mailto:mvalles@devry.edu)

[www.devry.edu](http://www.devry.edu)



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**Connect with Keller:**

[Facebook](#) [LinkedIn](#) [Twitter](#)



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**From:** Valles, Maritza [mailto:mvalles@devry.edu]

**Sent:** Tuesday, May 15, 2012 11:19 AM

**Subject:** DeVry University June 14, 2012 Network Connections Career Fair Information and Registration  
Formwatson.theresa@aaa-texas.com

# Network Connections Career Fair

**Thursday, June 14, 2012, 11:00am-2:30pm**

**DeVry University  
4800 Regent Blvd.  
Irving, TX 75063**

We can connect you with excellent candidates and meet your current and future staffing needs at both the undergraduate and graduate level.



**For more information, contact Sandra Lohr  
Employer Liaison – Career Services  
972-929-9353  
[slohr@devry.edu](mailto:slohr@devry.edu)**

# Network Connections Career Fair Registration Form

NO COST TO ATTEND

Thursday, June 14, 2012

4800 Regent Blvd. Irving, TX 75063

Company Name: Cumulus Media \_\_\_\_\_

Company Address: 3090 Olive Street, #400 Dallas, TX 75219 \_\_\_\_\_  
STREET CITY STATE ZIP

Phone # 214-520-4342 \_\_\_\_\_ Email: tom.dailey@cumulus.com \_\_\_\_\_

Company Website: www.dfwradio.com \_\_\_\_\_

Coordinating Representative: Tom Dailey Business Manager \_\_\_\_\_  
NAME & TITLE

Company Representatives (designate DeVry Alumni with an (\*) asterisk)

\_\_\_\_\_  
TOM DAILEY

**My company would like to attend the Career Fair from: (check one)**

☐ 11:00am-2:00pm

**\*\*Employer Lunch Provided\*\***

**My company would primarily target students in: (check all that apply)**

Biomedical Engineering Technology <input type="checkbox"/>	Health Information Technology <input type="checkbox"/>
Electronics and Computer Technology <input type="checkbox"/>	Computer Engineering Technology <input type="checkbox"/>
Business Administration <input checked="" type="checkbox"/>	Network and Communications Management <input type="checkbox"/>
Computer Information Systems <input type="checkbox"/>	Electronics Engineering Technology <input checked="" type="checkbox"/>
Technical Management <input type="checkbox"/>	Master of Business Administration (MBA) <input type="checkbox"/>
Network Systems Administration <input checked="" type="checkbox"/>	Web Graphics Design <input type="checkbox"/>
Game and Simulation Programming <input type="checkbox"/>	Co-op/Interns <input type="checkbox"/>

**List position(s) to be filled:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**THE FOLLOWING WILL BE PROVIDED FOR YOU:**  
(1 five foot table, 2 chairs & an 8 ½ x 11 company name sign)

**Please indicate with X if you need:**

Interview Room \_\_\_\_\_ Power Outlet \_\_\_\_\_

To reserve your space, please email this form by Friday, January 21<sup>st</sup>, 2012, to: Sandra Lohr at [slohr@devry.edu](mailto:slohr@devry.edu) or fax to 972-929-6779. For questions call 972-929-9341



ALLIANCE FOR  
**WOMEN IN MEDIA**  
DALLAS/FORT WORTH CHAPTER

*David Klement*  
May 8, 2013

Dear David,

**2013**

**Media Tour Committee**

Lo Adams Klement  
Donna Coomer  
Gina Harlow-Mote  
Julie Mercer  
Deb Murphy  
Jodie Warner  
Gaela Rene-Hall  
Amanda Dixon  
Sherri Gardner  
Vivian Unger, Chair  
Millie Garcia,  
President

On behalf of the Alliance of Women in Media-DFW (AWM-DFW) and the Students in Broadcast Committee, I would like to express our heartfelt gratitude for serving as a host and sponsor for the 5th Annual Student Media Tour. Our Tour was very successful thanks to the generosity of you and your fine staff at Cumulus Media.

This year, over 50 students participated in our tours representing many universities including Texas A&M, University of Texas @Arlington, University of North Texas, Texas State University, Texas Tech, Texas Wesleyan, Dallas Baptist and Baylor!

The students were inspired with your operations at your magnificent and unique facilities. Your insight served as very relevant tactical job-hunting advice as the students prepare to graduate college and forge their quest to commence their careers. With the economy still struggling and the job market moving slowly your advice is especially significant for these students.

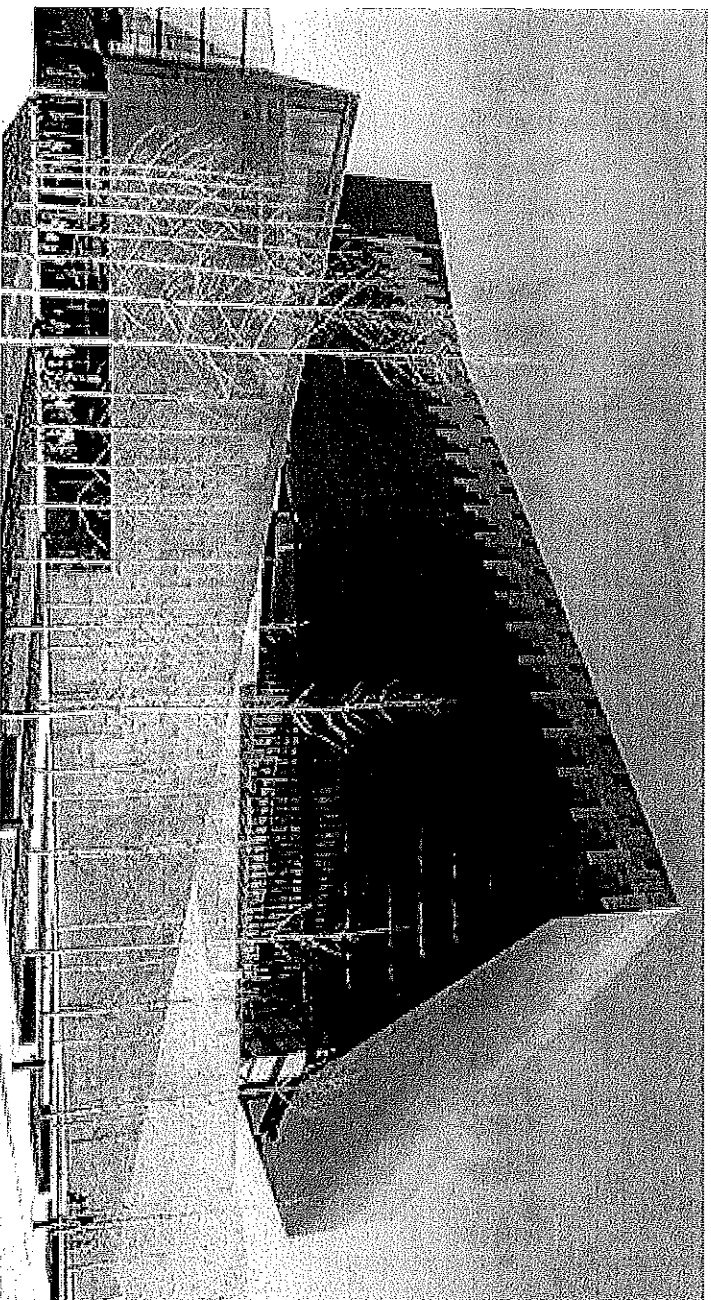
Please let us know your feedback on how we can improve our tour. We hope you will continue to serve as a host next year!

With Gratitude,

AWM-DFW Students in Broadcast Chair  
Broadcast Resources  
5115 Spyglass Drive  
Dallas, TX 75287  
[veunger@swbell.net](mailto:veunger@swbell.net)  
[www.linkedin.com/in/vivianunger](http://www.linkedin.com/in/vivianunger)  
<http://allwomeninmedia-dfw.org/content/student-corner>

*"We don't accomplish anything in the world alone...whatever happens is the result of the whole tapestry of one's life and all the weavings of individual threads from one to another that creates something." Sandra Day O'Connor*

# Join Us March 19th, 2013



Presented to:

By:



**Putting Texas Back To Work**

# Putting Texas Back To Work

## What Happens March 19<sup>th</sup> 2013?

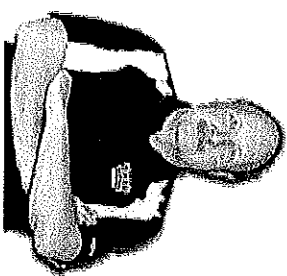
Think heritage radio stations plus recognizable personalities speaking live about our country's most trending topic; JOBS! After the success of our first Job Fair in September 2012, Cumulus Dallas wants to continue to make sure this topic stays at the forefront and capitalize on the momentum we've created! We still want to help PUT TEXANS BACK TO WORK and the following pages will tell you how to get involved.



Ben Ferguson WBAP



Steve Lamb WBAP



Norm Hitzges  
The Ticket



Hawkeye KSCS



Smokey Rivers KPLX



# Putting Texas Back To Work

## WHO?

1,000's Of Potential New Hires  
Cumulus Partners looking for talent  
Celebrities to host and promote you

## WHAT?

The largest Career Expo of Q1 2013

## WHEN?

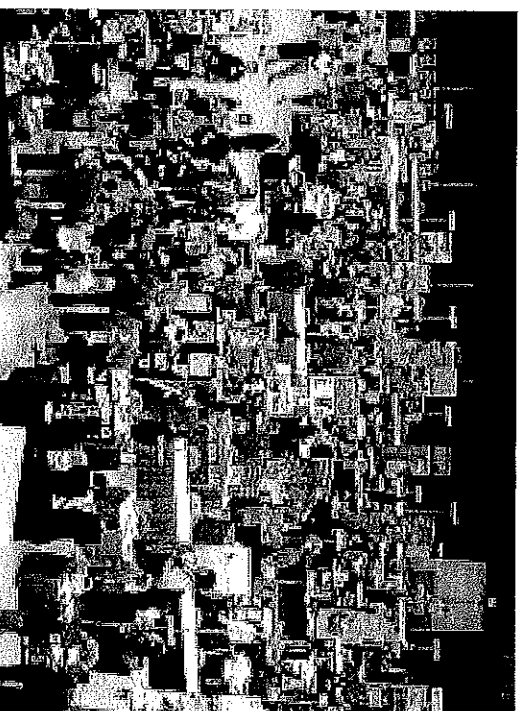
Tuesday, March 19th  
9am to 4pm.

## WHERE?

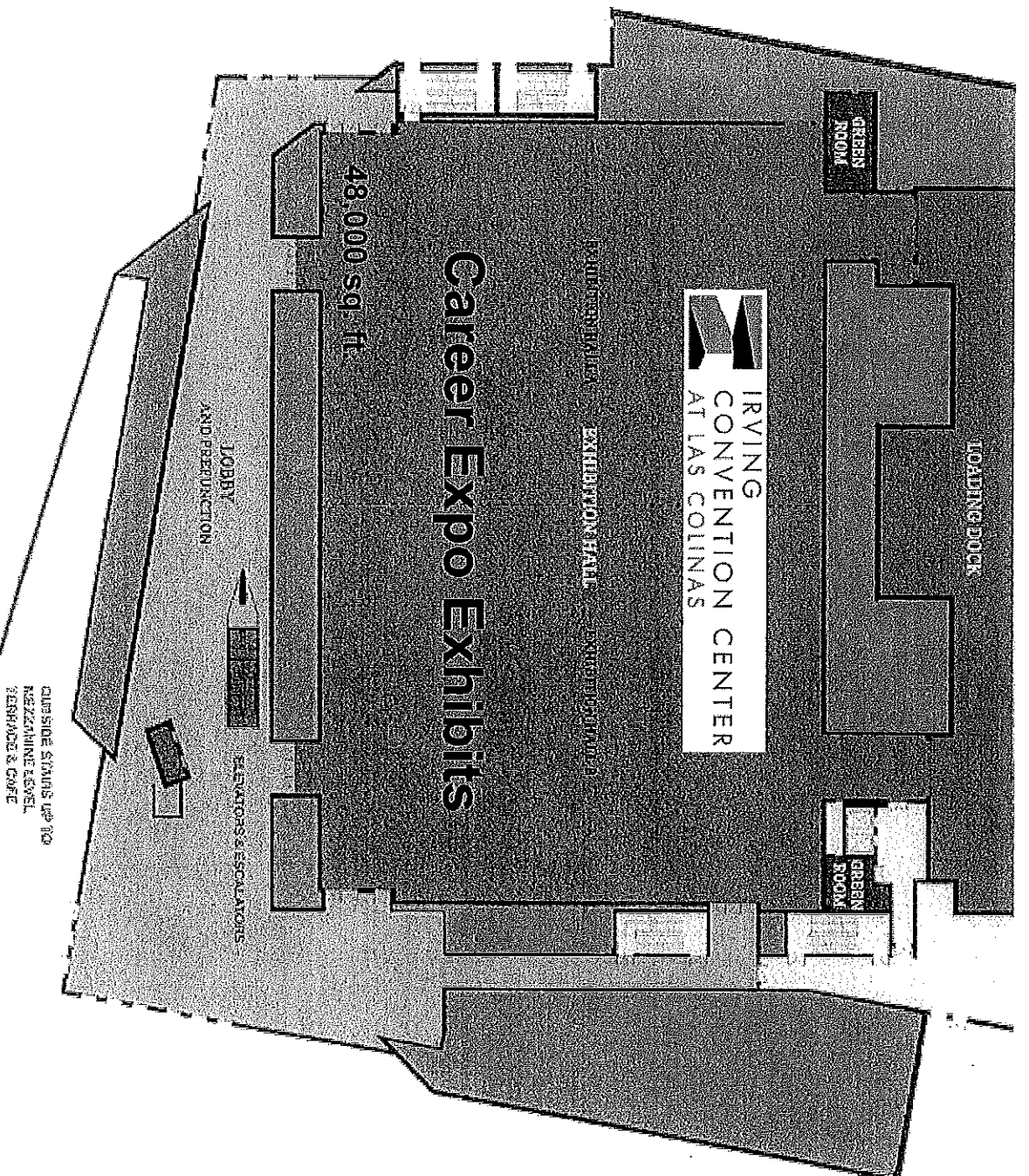


IRVING  
CONVENTION CENTER  
AT LAS COLINAS

FREE Parking



# Putting Texas Back To Work



**CUMULUS**  
DALLAS/FT. WORTH  
**WBAP**  
820AM 96.7FM  
NEWS-TALK

**KITF**  
570 NEWS  
(INFORMATION)

**NEW COUNTRY**  
96.3  
**KSCS**

**THE 106.1**  
SPORTS RADIO  
106.1 FM

**99.9**  
TODAY'S HIT MUSIC

**99.5**  
the wolf  
The 90s to Now!



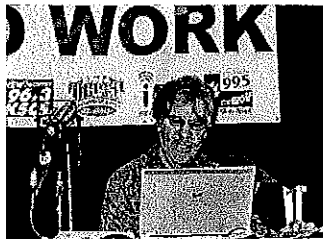
# PUTTING TEXANS BACK TO WORK

PRESENTED BY:

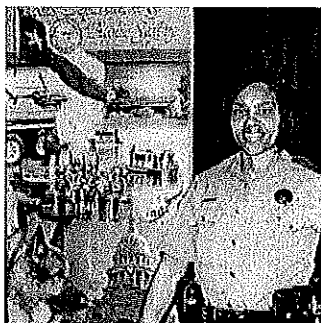


**Allstate**  
You're in good hands.

## CUMULUS JOB FAIR MARCH 19, 2013 OVER 3,000 ATTENDEES!



### GERALDO RIVERA'S LIVE NATIONAL BROADCAST



## RESERVE YOUR SPACE NOW

FOR THE NEXT JOB FAIR, SEPTEMBER 25, 2013 AT THE ARLINGTON CONVENTION CENTER

**PUTTING**

**BACK TO WORK.COM**

# MARCH 19, 2013

## PUTTING TEXANS BACK TO WORK JOB FAIR

### WHAT OUR CLIENTS SAID:

**ABM Parking Services** - *"We really enjoyed the event yesterday. The hall was well laid out, and the people who were looking for us were easily able to find us. Additionally we spoke with a lot of interested applicants, with 8-9 we already hope to hire. We are hoping for even more to go through and apply online. I did have an application waiting for me when I came into work this morning."*

**Adecco** - *"There was a wide variety of vendors for the job seekers to talk to and a variety of job seekers."*

**Allstate Insurance** - *"We thought the location was great, there was plenty of room and an outstanding staff!"*

**ABM** - *"We really enjoyed the quality of applicants & attentiveness of the Cumulus staff!"*

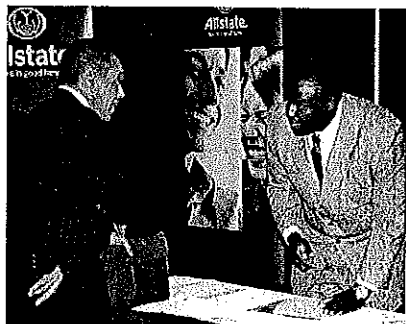
**Avon** - *"Good turnout and a lot of vendors with 15 appointments."*

**Blue Scrubs HRX Employee Solutions** - *"We are pleased with the number of candidates & the service."*

**Bridge Work Partners** - *"The organization of the event, speakers and the interview with Geraldo were all great!"*

**City of Arlington** - *"The best part of the job fair is the diversity of candidates, the participation of vendors and the location!"*

**Court Reporting Institute** - *"Yesterday was amazing!! We got a lot of attention and a lot of interest. So, thank you!!"*



**Corner Stone Staffing** - *"We appreciate the quality of the candidates we met with today!"*

**Floor & Decor** - *"People needed jobs and they attended the event."*

**JPS Health Net** - *"There was success with the heavy traffic of the candidates."*

**Manpower** - *"We liked the number of attendees and job applicants."*

**Mass Mutual - Spectrum Financial Group** - *"We liked the fact that it had a diversity of attendees and good advertising of the event!"*

**Millis Transfer** - *"The Putting Texans Back To Work job fair had a nice layout and great advertising!"*

**Texas Department of Public Safety** - *"The advertisement for this job fair was very good."*

**Time Warner Cable** - *"We spoke to about 200 people and hope it will result in quite a few online applications!"*

**Workforce Solutions Greater Dallas** - *"The number of candidates, booth location, and all the employers worked out great."*

# PUTTING TEXANS BACK TO WORK

PRESENTED BY:



**Allstate**

You're in good hands.

## SUMMARY

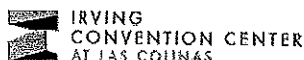
### WHO:

- Over 3,000 Job Seekers
- 106 Companies participated
- LIVE Coverage on 6 Radio Stations
  - 1310 The Ticket - Norm Hitzges & Bad Radio
  - WBAP News/Talk - Ben Ferguson & Chris Krok
  - KLIF 570 News/Information - Geraldo Rivera
  - New Country 96.3 KSCS - Hawkeye
  - i93 - Today's Hit Music - Maurice DeVoe
  - 99.5 The Wolf - Smokey Rivers
- Event Seminars

### PROMOS & MARKETING:

- Radio Promotions On 6 Stations
- E-Blast To 6 Station Listener Data Base
- Digital Advertising - Banner Ads & Main Box Graphics on:
  - PuttingTexansBackToWork.com, TheTicket.com, KSCS.com, 995TheWolf.com, KLIF.com, WBAP.com & i93hits.com
- Brochures, Goody Bags, Sales Sheets, Vendor & Staff Credentials

### LOCATION:



**RESERVE YOUR SPACE NOW  
FOR THE NEXT JOB FAIR, SEPTEMBER 25, 2013  
AT THE ARLINGTON CONVENTION CENTER**

### CONTACT US AT:

Cumulus Radio Dallas/Ft. Worth  
3090 Olive Street  
West Victory Plaza Ste 400  
Dallas, TX 75219  
214.526.2400 • DFWRadio.com

WHERE  
CONNECTIONS  
ARE MADE

**PUTTING**

**BACK TO WORK.COM**

## Sales Order

Advertiser **WBAP - HOUSE (D)**

Agency

New / Revision **Revision**Start Date **01/03/13**End Date **03/12/13**Bill To **WBAP - HOUSE (D)****West Victory Plaza****3090 Olive Street, Ste 400****Dallas, TX 75219**Month Type **Broadcast**Billing Cycle **End of Flight**

Account

Co-op **No**

Co-op Product

Executive **Dallas WBAP House**Notarized **N**

Contract #

# of Invoices **1**

Estimate #

Make Goods **Ask AE**Description **Job Fair Promotion**Income Type **Promo / PSA**Stratus # **390762**Local Income Type **Promo/PSA**Special **022013 EXTEND THRU 3/12 PER DAN-PM**  
InstructionsCompetitive Code **Various / Other** Adv#285285

Contact

Order Entered **01/02/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR PROMOTION Promo / PSA / Promo/PSA	30 0.00 2597430	01/03/13 02/24/13 All Weeks	5:00AM 11:59PM	Y	40	X	X	X	X	X	X	X	0.00 320 Spots REVISED
2	JOB FAIR PROMOTION Promo / PSA / Promo/PSA	30 0.00 2625522	02/25/13 03/12/13 All Weeks	12:00AM 11:59PM	Y	40	X	X	X	X	X	X	X	0.00 120 Spots REVISED

Jan 13 = 0.00      Feb 13 = 0.00      Mar 13 = 0.00      Apr 13 = 0.00      May 13 = 0.00      Jun 13 = 0.00  
 Jul 13 = 0.00      Aug 13 = 0.00      Sep 13 = 0.00      Oct 13 = 0.00      Nov 13 = 0.00      Dec 13 = 0.00

Total Contract Value: 0.00    Total Due: 0.00    440 Spots

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: 2/20/2013 3:48:32 PM by Pamela Mollman

Sales / Market Manager:

Business Manager:

Traffic Manager:

V 5.0

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO

## Sales Order

Advertiser **KSCS - HOUSE (D)**

Agency

New / Revision **Revision**Start Date **01/03/13**End Date **03/12/13**Bill To **KSCS - HOUSE (D)****West Victory Plaza****3090 Olive Street, Ste 400****Dallas, TX 75219**Month Type **Broadcast**Billing Cycle **End of Flight**

Account

Co-op **No**Executive **Dallas KSCS House**

Co-op Product

Contract #

Notarized **N**

Estimate #

# of Invoices **1**Description **Job Fair Promotion**Make Goods **Ask AE**Stratus # **390764**Income Type **Promo / PSA**Special **022013 EXTEND THRU 3/12 PER DAN~PM**Local Income Type **Promo/PSA**

Instructions

Competitive Code **Various / Other** Adv#285286

Contact

Order Entered **01/02/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR PROMOTION	30	01/03/13	5:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	02/24/13	11:59PM	Y	40	X	X	X	X	X	X	X	320 Spots
		2597432	All Weeks											REVISED
2	JOB FAIR PROMOTION	30	02/25/13	12:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	03/12/13	11:59PM	Y	40	X	X	X	X	X	X	X	120 Spots
		2625512	All Weeks											REVISED

Jan 13 = 0.00

Feb 13 = 0.00

Mar 13 = 0.00

Apr 13 = 0.00

May 13 = 0.00

Jun 13 = 0.00

Jul 13 = 0.00

Aug 13 = 0.00

Sep 13 = 0.00

Oct 13 = 0.00

Nov 13 = 0.00

Dec 13 = 0.00

Total Contract Value: 0.00 Total Due: 0.00 440 Spots

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: 2/20/2013 3:45:43 PM by Pamela Mollman

Sales / Market Manager:

Business Manager:

Traffic Manager:

V 5.0

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO

## Sales Order

Advertiser KPLX - HOUSE (D)

Agency

Bill To KPLX - HOUSE (D)

3500 MAPLE STE 1600

DALLAS, TX 75219

Account

Executive Dallas KPLX House

Contract #

Estimate #

Description Job Fair Promotion

Stratus # 390765

Special 022013 EXTEND THRU 3/12 PER DAN~PM

Instructions

Contact

New / Revision Revision

Start Date 01/03/13

End Date 03/12/13

Month Type Broadcast

Billing Cycle End of Flight

Co-op No

Co-op Product

Notarized N

# of Invoices 1

Make Goods Ask AE

Income Type Promo / PSA

Local Income Type Promo/PSA

Competitive Code Various / Other Adv#260566

Order Entered 01/02/13

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR PROMOTION	30	01/03/13	5:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	02/24/13	11:59PM	Y	40	X	X	X	X	X	X	X	320 Spots
		2597433	All Weeks											REVISED
2	JOB FAIR PROMOTION	30	02/25/13	12:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	03/12/13	11:59PM	Y	40	X	X	X	X	X	X	X	120 Spots
		2625511	All Weeks											REVISED

Jan 13 = 0.00

Feb 13 = 0.00

Mar 13 = 0.00

Apr 13 = 0.00

May 13 = 0.00

Jun 13 = 0.00

Jul 13 = 0.00

Aug 13 = 0.00

Sep 13 = 0.00

Oct 13 = 0.00

Nov 13 = 0.00

Dec 13 = 0.00

Total Contract Value: 0.00 Total Due: 0.00 440 Spots

Client Acceptance:

Date:

Account Executive: 2/20/2013 3:44:00 PM by Pamela Mollman

Sales / Market Manager:

Business Manager:

Traffic Manager:

V 5.0

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO

## Sales Order

Advertiser **KLIF FM - HOUSE (D)**

Agency

Bill To **KLIF FM - HOUSE (D)**

Account

Executive **Dallas KLIF-FM House**

Contract #

Estimate #

Description **Job Fair Promotion**Stratus # **390766**Special **022013 EXTEND THRU 3/12 PER DAN-PM**  
Instructions

Contact

New / Revision **Revision**Start Date **01/03/13**End Date **03/12/13**Month Type **Broadcast**Billing Cycle **End of Flight**Co-op **No**

Co-op Product

Notarized **N**# of Invoices **1**Make Goods **Ask AE**Income Type **Promo / PSA**Local Income Type **Promo/PSA**Competitive Code **Various / Other** Adv#**286543**Order Entered **01/02/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR PROMOTION	30	01/03/13	5:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	02/24/13	11:59PM	Y	40	X	X	X	X	X	X	X	320 Spots
		2597434	All Weeks											REVISED
2	JOB FAIR PROMOTION	30	02/25/13	12:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	03/12/13	11:59PM	Y	40	X	X	X	X	X	X	X	120 Spots
		2625510	All Weeks											REVISED
<div>Jan 13 = 0.00      Feb 13 = 0.00      Mar 13 = 0.00      Apr 13 = 0.00      May 13 = 0.00      Jun 13 = 0.00</div> <div>Jul 13 = 0.00      Aug 13 = 0.00      Sep 13 = 0.00      Oct 13 = 0.00      Nov 13 = 0.00      Dec 13 = 0.00</div>														

**Total Contract Value: 0.00    Total Due: 0.00    440 Spots**

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: **2/20/2013 3:41:28 PM by Pamela Mollman**Sales / Market Manager: **2/20/2013 3:42:16 PM by Tony King**Business Manager: **2/20/2013 3:48:52 PM by KAREN LANEY**

Traffic Manager: \_\_\_\_\_

V 5.0

**ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO**

## Sales Order

Advertiser **KLIF-AM - HOUSE (D)**

Agency

Bill To **KLIF-AM - HOUSE (D)****3500 MAPLE AVE****DALLAS, TX 75219**

Account

Executive **Dallas KLIF-AM House**

Contract #

Estimate #

Description **Job Fair Promotion**Stratus # **390761**Special **022013 EXTEND THRU 3/12 PER DAN-PM**  
Instructions

Contact

New / Revision **Revision**Start Date **01/03/13**End Date **03/12/13**Month Type **Broadcast**Billing Cycle **End of Flight**Co-op **No**

Co-op Product

Notarized **N**# of Invoices **1**Make Goods **Ask AE**Income Type **Promo / PSA**Local Income Type **Promo/PSA**Competitive Code **Various / Other** Advt#**279173**Order Entered **01/02/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR PROMOTION Promo / PSA / Promo/PSA	30 0.00 2597429	01/03/13 02/24/13 All Weeks	5:00AM 11:59PM	Y	40	X	X	X	X	X	X	X	0.00 320 Spots REVISED
2	JOB FAIR PROMOTION Promo / PSA / Promo/PSA	30 0.00 2625509	02/25/13 03/12/13 All Weeks	12:00AM 11:59PM	Y	40	X	X	X	X	X	X	X	0.00 120 Spots REVISED

Jan 13 = 0.00      Feb 13 = 0.00      Mar 13 = 0.00      Apr 13 = 0.00      May 13 = 0.00      Jun 13 = 0.00  
 Jul 13 = 0.00      Aug 13 = 0.00      Sep 13 = 0.00      Oct 13 = 0.00      Nov 13 = 0.00      Dec 13 = 0.00

Total Contract Value: 0.00    Total Due: 0.00    440 Spots

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: **2/20/2013 3:39:40 PM by Pamela Mollman**

Sales / Market Manager:

Business Manager:

Traffic Manager:

V 5.0

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO



## Sales Order

Advertiser **KTCK - HOUSE (D)**

Agency

Bill To **KTCK - HOUSE (D)****3500 MAPLE AVE STE 1310****DALLAS, TX 75219**

Account

Executive **Dallas KTCK House**

Contract #

Estimate #

Description **Job Fair Promotion**Stratus # **390763**Special **022013 EXTEND THRU 3/12 PER DAN-PM**Instructions **KL: 1/2/13 IO in \$**

Contact

New / Revision **Revision**Start Date **01/03/13**End Date **03/12/13**Month Type **Broadcast**Billing Cycle **End of Flight**Co-op **No**

Co-op Product

Notarized **N**# of Invoices **1**Make Goods **Ask AE**Income Type **Promo / PSA**Local Income Type **Promo/PSA**Competitive Code **Various / Other** Advt#**279169**Order Entered **01/02/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/ Wk	M	T	W	T	F	S	S	Total
1		30	01/03/13	5:00AM										0.00
	JOB FAIR PROMOTION	0.00	02/24/13	11:59PM	Y	40	X	X	X	X	X	X	X	320 Spots
	Promo / PSA / Promo/PSA	2597431	All Weeks											REVISED
2		30	02/25/13	12:00AM										0.00
	JOB FAIR PROMOTION	0.00	03/12/13	11:59PM	Y	40	X	X	X	X	X	X	X	120 Spots
	Promo / PSA / Promo/PSA	2625521	All Weeks											REVISED
Jan 13 = 0.00      Feb 13 = 0.00      Mar 13 = 0.00      Apr 13 = 0.00      May 13 = 0.00      Jun 13 = 0.00														
Jul 13 = 0.00      Aug 13 = 0.00      Sep 13 = 0.00      Oct 13 = 0.00      Nov 13 = 0.00      Dec 13 = 0.00														

Total Contract Value: 0.00    Total Due: 0.00    440 Spots

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: **2/20/2013 3:47:17 PM by Pamela Mollman**

Sales / Market Manager:

Business Manager:

Traffic Manager:

V5.0

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO

**To:** Dan Bennett  
**Cc:** Smith, Amanda; [tracy@toplinematters.com](mailto:tracy@toplinematters.com)  
**Subject:** NABEF MSI Career Day at UNT

Dan,

Hope all is well.

You were so helpful back in January running promo's to recruit college seniors and grads for the NAB Media Sales Institute at UNT. I'm pleased to say we have 15 qualified and eager candidates who have been accepted into the program starting next week.

Hopefully you can send one of the managers or 2 to cover both days for the **MSI Career Day!** (Monday, May 20<sup>th</sup> from 8:30 a.m. – 4:30 p.m. and Tuesday, May 21<sup>st</sup> from 9:00 a.m. – 10:00 a.m.) At this event, students will deliver mock sales presentations so you can see them in action. Students then interview one-on-one with companies such as Cumulus.

Each year, a majority of students who graduate from the Media Sales Institute program are hired for media sales positions. Please let me know if you would like to sign up for this unique event.

Also, we need to ask a HUGE favor. We have one important session we're trying to fill and that's Effective Sales Presentations: Basics of Being a Great Sales Executive on Thursday Morning, 5/16, from 9-10:30am. I'm hopeful that 1 or 2 (share it) of the A/E's would consider and be able to be the speakers at this session. It's tremendously more effective when real sales people share their success and what they do to stand out from the rest...since there are so many terrific ones there, like Phyllis, Lindsay, Denny Gay, Craig, just to name a few. I assume Plano and Frisco people are the best since it's in Denton. Craig doesn't travel outside 635! ☺

Please let me know if you can help and Amanda (NABEF) will send the invite.

Thanks Dan!

Mo

Maureen Lesourd  
SVP/General Manager  
Lincoln Financial Media of Florida  
20450 NW 2<sup>ND</sup> Avenue  
Miami, Florida 33169  
D: 305-521-5274  
C: 323-707-1300



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## Tom Dailey

---

**From:** Tony King  
**Sent:** Thursday, May 09, 2013 1:38 PM  
**To:** Tom Dailey  
**Cc:** Dan Bennett  
**Subject:** FW: NABEF MSI Career Day at UNT

Alec and I will be attending.

---

**From:** Maureen Lesourd [mailto:maureen.lesourd@lincolnfinancialmedia.com]  
**Sent:** Thursday, May 09, 2013 1:35 PM  
**To:** Dan Bennett  
**Cc:** Tony King; Alec Drake; Smith, Amanda; tracy@toplinematters.com  
**Subject:** RE: NABEF MSI Career Day at UNT

Terrific, guys and thank you!!!

This is a 2 week boot camp for sales training to qualified applicants where they learn all the basics from experts in the field from prospecting and effective CNA's to building the presentation and getting the order. ARB, ARB, TVB and Nielsen are also there with training sessions on using their research.

You'll see first-hand what they've learned when they make their presentations and you can interview right on the spot.

This also qualifies as FCC recruitment for the Public File.

Amanda Smith from the NAB will be sending you recruiter information.

Enjoy!  
Mo

Hi Alec! ☺

Maureen Lesourd  
SVP/General Manager  
Lincoln Financial Media of Florida  
20450 NW 2<sup>nd</sup> Avenue  
Miami, Florida 33169  
D: 305-521-5274  
C: 323-707-1300



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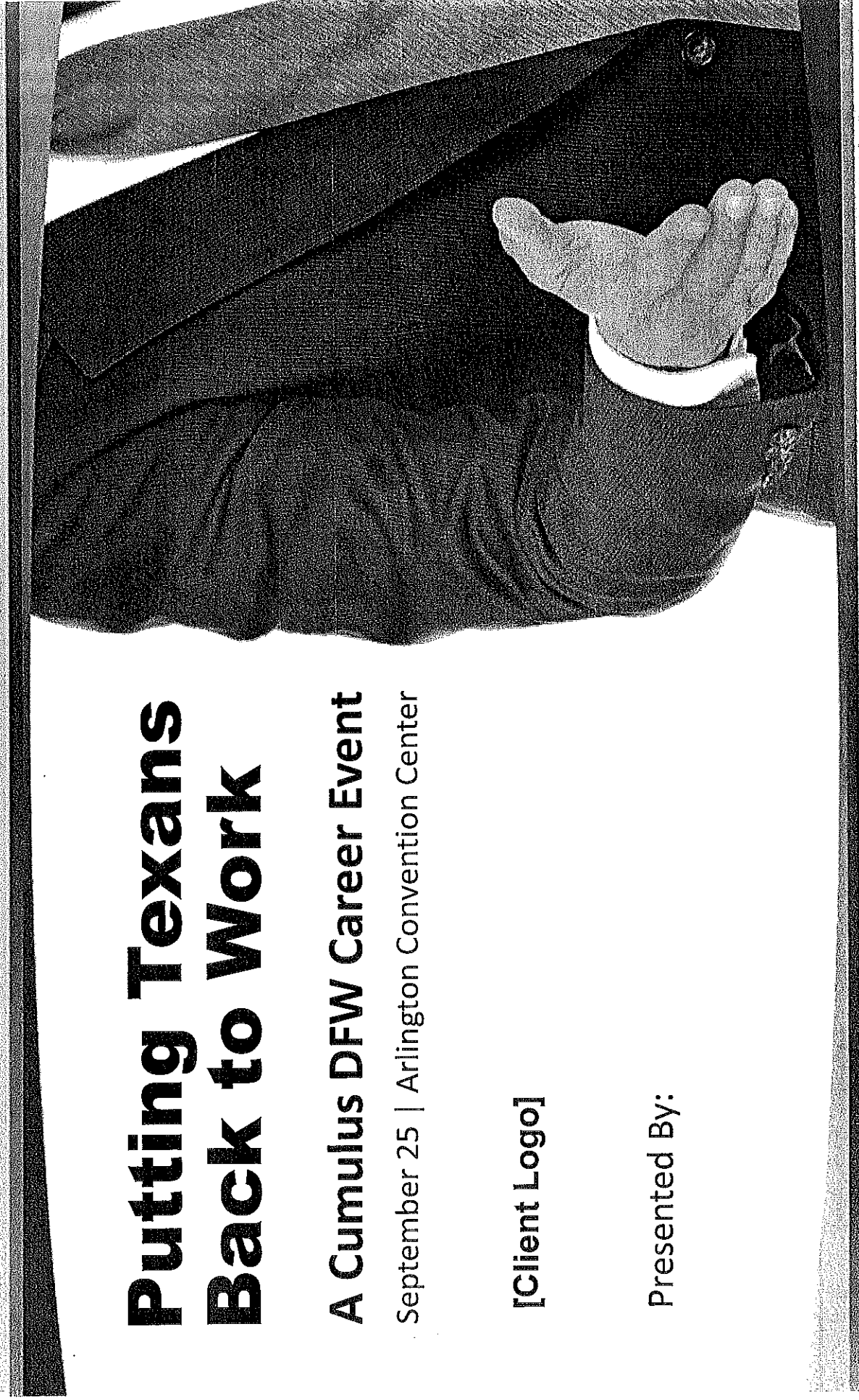
# Putting Texans Back to Work

**A Cumulus DFW Career Event**

September 25 | Arlington Convention Center

[Client Logo]

Presented By:



# Putting Texans Back to Work Like No Other DFW Career Fair Opportunity!

**PUTTING TEXANS BACK TO WORK's** mission is to land a new jobs for top DFW talent and to provide local companies with a powerful tool to efficiently and quickly fill open positions.

## WHO

Cumulus reaches **2.3 million** Metroplex adults each week and can deliver thousands of quality new hire prospects for your company.

## WHAT

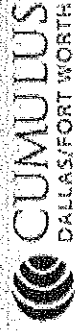
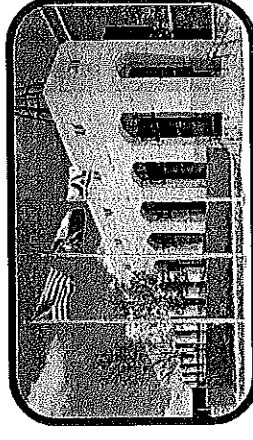
Our loyal audience plus an ideal location results in the **largest DFW job fair in Q3**, making the screening process more efficient for HR teams, hiring managers and staffing professionals.

## WHERE

The **Arlington Convention Center** provides easy access to all areas of the Metroplex and free parking is an added attraction for attendees.

## WHEN

The annual event will be held on **September 25<sup>th</sup>**; advertising begins in August.



# Connecting to Candidates Cumulus Personalities Deliver Top Talent

No other job fair in North Texas utilizes the power of six highly popular major radio stations, with well-known, recognizable personalities to drive awareness, attendance and results.

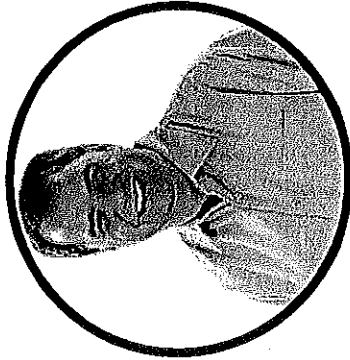
Loyal listeners with diverse ages, interests, and backgrounds tune in daily to follow their favorite on-air hosts. This personal, one-on-one interaction provides a unique opportunity to connect directly and drive response.



**Ben Ferguson**  
WBAP



**Steve Lamb**  
WBAP



**Smokey Rivers**  
The Wolf



**Norm Hitzges**  
The Ticket

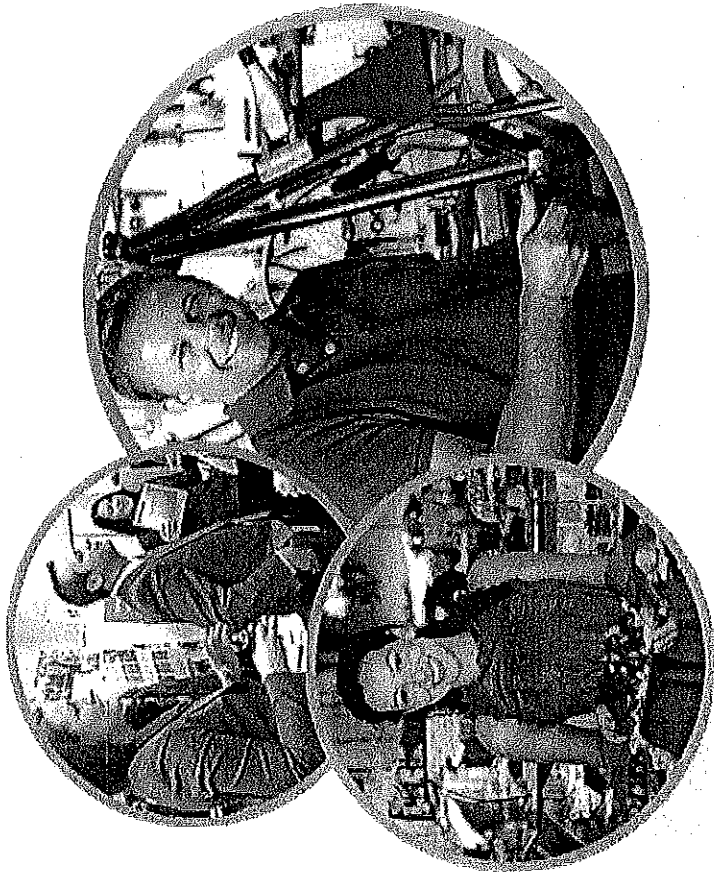


**Hawkeye**  
KSCS



# Attract Thousands of Quality Job Seekers

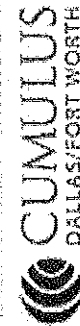
- Cumulus DFW wants to support local businesses as they recover from our deep recession
- Provide publicity and marketing to local businesses that have created new jobs in the community
- Stimulate local economic recovery efforts by accentuating good local economic news
- Create a social business-to-business network of economic support



## Application for Employment

Please fill out and complete for employment consideration. Print and fax or mail when complete.

Position Applied For:		Zip
Social Security No.		State
Full Legal Name	Last Name	
Home Street	City	
E-mail Address		
Education:		
Highest school grade		
Do you have a high school diploma?		
Number of years of experience		



## Sales Order

Advertiser **KTCK - HOUSE (D)**

Agency

Bill To **KTCK - HOUSE (D)****3500 MAPLE AVE STE 1310****DALLAS, TX 75219**

Account

Executive **Dallas KTCK House**

Contract #

Estimate #

Description **JOB FAIR 9/25-BUSINESSES**Stratus # **398613**Special **070813 NEW ORDER~PM**  
Instructions

Contact

New / Revision **New**Start Date **07/09/13**End Date **09/22/13**Month Type **Broadcast**Billing Cycle **End of Flight**Co-op **No**

Co-op Product

Notarized **N**# of Invoices **1**Make Goods **Ask AE**Income Type **Promo / PSA**Local Income Type **Promo/PSA**Competitive Code **Various / Other** Adv#**279169**Order Entered **07/08/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/ Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR 9/25-BUSINESSES	30	07/09/13	12:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	09/22/13	11:59PM	Y	35	X	X	X	X	X	X	X	385 Spots
		2695355	All Weeks											

Jul 13 = 0.00      Aug 13 = 0.00      Sep 13 = 0.00      Oct 13 = 0.00      Nov 13 = 0.00      Dec 13 = 0.00  
 Jan 14 = 0.00      Feb 14 = 0.00      Mar 14 = 0.00      Apr 14 = 0.00      May 14 = 0.00      Jun 14 = 0.00

Total Contract Value: 0.00    Total Due: 0.00    385 Spots

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: 7/8/2013 2:59:27 PM by Pamela Mollman

Sales / Market Manager: 7/8/2013 4:10:19 PM by Alec Drake

Business Manager: 7/8/2013 4:42:15 PM by Carol Hubbard

Traffic Manager: 7/8/2013 4:51:29 PM by Kimberly Jolly

V5.2

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO



## Sales Order

Advertiser KSCS - HOUSE (D)

Agency

Bill To KSCS - HOUSE (D)

West Victory Plaza

3090 Olive Street, Ste 400

Dallas, TX 75219

Account

Executive Dallas KSCS House

Contract #

Estimate #

Description JOB FAIR 9/25-BUSINESSES

Stratus # 398614

Special 070813 NEW ORDER~PM  
Instructions

Contact

New / Revision New

Start Date 07/09/13

End Date 09/22/13

Month Type Broadcast

Billing Cycle End of Flight

Co-op No

Co-op Product

Notarized N

# of Invoices 1

Make Goods Ask AE

Income Type Promo / PSA

Local Income Type Promo/PSA

Competitive Code Various / Other Advt#285286

Order Entered 07/08/13

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR 9/25-BUSINESSES	30	07/09/13	12:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	09/22/13	11:59PM	Y	35	X	X	X	X	X	X	X	385 Spots
		2695356	All Weeks											

Jul 13 = 0.00      Aug 13 = 0.00      Sep 13 = 0.00      Oct 13 = 0.00      Nov 13 = 0.00      Dec 13 = 0.00  
 Jan 14 = 0.00      Feb 14 = 0.00      Mar 14 = 0.00      Apr 14 = 0.00      May 14 = 0.00      Jun 14 = 0.00

Total Contract Value: 0.00    Total Due: 0.00    385 Spots

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: 7/8/2013 3:01:29 PM by Pamela Mollman

Sales / Market Manager: 7/8/2013 3:21:22 PM by David Klement

Business Manager: 7/8/2013 4:41:51 PM by Carol Hubbard

Traffic Manager: 7/8/2013 4:44:45 PM by Jane Spalding

V 5.2

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO

## Sales Order

Advertiser **KPLX - HOUSE (D)**

Agency

Bill To **KPLX - HOUSE (D)****3500 MAPLE STE 1600****DALLAS, TX 75219**

Account

Executive **Dallas KPLX House**

Contract #

Estimate #

Description **JOB FAIR 9/25-BUSINESSES**Stratus # **398616**Special **070813 NEW ORDER~PM**  
Instructions

Contact

New / Revision **New**Start Date **07/09/13**End Date **09/22/13**Month Type **Broadcast**Billing Cycle **End of Flight**Co-op **No**

Co-op Product

Notarized **N**# of Invoices **1**Make Goods **Ask AE**Income Type **Promo / PSA**Local Income Type **Promo/PSA**Competitive Code **Various / Other** Advt#**260566**Order Entered **07/08/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/WK	M	T	W	T	F	S	S	Total
1	JOB FAIR 9/25-BUSINESSES	30	07/09/13	12:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	09/22/13	11:59PM	Y	35	X	X	X	X	X	X	X	385 Spots
		2695359	All Weeks											

Jul 13 = 0.00      Aug 13 = 0.00      Sep 13 = 0.00      Oct 13 = 0.00      Nov 13 = 0.00      Dec 13 = 0.00  
 Jan 14 = 0.00      Feb 14 = 0.00      Mar 14 = 0.00      Apr 14 = 0.00      May 14 = 0.00      Jun 14 = 0.00

Total Contract Value: 0.00    Total Due: 0.00    385 Spots

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: 7/8/2013 3:05:31 PM by Pamela Mollman

Sales / Market Manager: 7/8/2013 4:17:54 PM by Richard Frish

Business Manager: 7/8/2013 4:41:30 PM by Carol Hubbard

Traffic Manager: 7/8/2013 5:12:35 PM by Cheryl Allum

V 5.2

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO

## Sales Order

Advertiser **KLIF FM - HOUSE (D)**

Agency

Bill To **KLIF FM - HOUSE (D)**

Account

Executive **Dallas KLIF-FM House**

Contract #

Estimate #

Description **JOB FAIR 9/25-BUSINESSES**Stratus # **398617**Special **070813 NEW ORDER~PM**  
Instructions

Contact

New / Revision **New**Start Date **07/09/13**End Date **09/22/13**Month Type **Broadcast**Billing Cycle **End of Flight**Co-op **No**

Co-op Product

Notarized **N**# of Invoices **1**Make Goods **Ask AE**Income Type **Promo / PSA**Local Income Type **Promo/PSA**Competitive Code **Various / Other** Advt#**286543**Order Entered **07/08/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR 9/25-BUSINESSES	30	07/09/13	12:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	09/22/13	11:59PM	Y	35	X	X	X	X	X	X	X	385 Spots
		2695361	All Weeks											

Jul 13 = 0.00	Aug 13 = 0.00	Sep 13 = 0.00	Oct 13 = 0.00	Nov 13 = 0.00	Dec 13 = 0.00
Jan 14 = 0.00	Feb 14 = 0.00	Mar 14 = 0.00	Apr 14 = 0.00	May 14 = 0.00	Jun 14 = 0.00

**Total Contract Value: 0.00    Total Due: 0.00    385 Spots**

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: **7/8/2013 3:06:41 PM by Pamela Mollman**Sales / Market Manager: **7/8/2013 4:23:18 PM by Alec Drake**Business Manager: **7/8/2013 4:40:46 PM by Carol Hubbard**Traffic Manager: **7/8/2013 4:45:31 PM by Kimberly Jolly**

V 5.2

**ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO**

## Sales Order

Advertiser **KLIF-AM - HOUSE (D)**

Agency

Bill To **KLIF-AM - HOUSE (D)****3500 MAPLE AVE****DALLAS, TX 75219**

Account

Executive **Dallas KLIF-AM House**

Contract #

Estimate #

Description **JOB FAIR 9/25-BUSINESSES**Stratus # **398611**Special **070813 NEW ORDER~PM**  
Instructions

Contact

New / Revision **New**Start Date **07/09/13**End Date **09/22/13**Month Type **Broadcast**Billing Cycle **End of Flight**Co-op **No**

Co-op Product

Notarized **N**# of Invoices **1**Make Goods **Ask AE**Income Type **Promo / PSA**Local Income Type **Promo/PSA**Competitive Code **Various / Other** Advt#**279173**Order Entered **07/08/13**

## Schedule

#	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S	Total
1	JOB FAIR 9/25-BUSINESSES	30	07/09/13	12:00AM										0.00
	Promo / PSA / Promo/PSA	0.00	09/22/13	11:59PM	Y	35	X	X	X	X	X	X	X	385 Spots
		2695353	All Weeks											

Jul 13 = 0.00	Aug 13 = 0.00	Sep 13 = 0.00	Oct 13 = 0.00	Nov 13 = 0.00	Dec 13 = 0.00
Jan 14 = 0.00	Feb 14 = 0.00	Mar 14 = 0.00	Apr 14 = 0.00	May 14 = 0.00	Jun 14 = 0.00

**Total Contract Value: 0.00    Total Due: 0.00    385 Spots**

Client Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: **7/8/2013 2:56:12 PM by Pamela Mollman**Sales / Market Manager: **7/8/2013 3:44:13 PM by David Smith**Business Manager: **7/8/2013 4:41:08 PM by Carol Hubbard**Traffic Manager: **7/8/2013 5:14:23 PM by Cheryl Allum**

V 5.2

**ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO**

## Tom Dailey

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**From:** Jerry Ferch  
**Sent:** Tuesday, September 24, 2013 1:47 PM  
**To:** Dallas Sales Managers; Tyler Cox; Karen Jones  
**Cc:** Tom Dailey; Dan Bennett  
**Subject:** Job Fair Cumulus Booth Assignment

Here is the plan to cover the Cumulus Booth at Putting Texans back To Work, Wed Sep 25<sup>th</sup>.

9-10A: David Smith  
10-11A: Jerry Ferch  
11-Noon: Alec Drake  
Noon-1P: Richard Frisch  
1-2P: Tyler Cox  
2-3P: Tony King  
3-4P: Karen Jones

The above persons are committed to working the booth in addition to Tom Dailey, who will be there all day.

### Jerry Ferch

Local Sales Manager  
Cumulus Dallas

[Jerry.Ferch@Cumulus.com](mailto:Jerry.Ferch@Cumulus.com)

Office: 972 708 4252, Cell: 214 986 0920

WBAP News-Talk 820AM-96.7 FM

KLIF News and Information 570AM-96.3 HD-2 FM

3090 Olive Street, West Victory Plaza, Suite 400

Dallas, TX 75219

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## Tom Dailey

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**From:** Michelle McConnell <michelle@radioschool.com>  
**Sent:** Wednesday, October 30, 2013 11:29 PM  
**To:** Chris Huff  
**Cc:** Jeff Catlin; Tom Dailey; Dan Bennett  
**Subject:** Hondo  
**Attachments:** Hondo.jpg

Hey Chris,

I just wanted to let you know and pass along a very sincere thank you to Hondo for taking time out of his busy schedule to come speak to our students at the Arlington campus of American Broadcasting School this past Thursday, on October 24, 2013. He really did an awesome job! The students truly enjoyed his presentation, plus the vast knowledge of the radio broadcasting industry which he conveyed – and his own personal radio story.

He really made an impact on several of the students! As a result, I am sure he will have helped influenced many future broadcasters with the stories and tried and true ethics and wisdom conveyed, plus the talents he possesses. Hondo has an genuine and amazing capacity to come across relaxed and conversational with the students along his underlying enthusiasm and passion for the radio business was most inspirational, and the students are still talking about it.

We also recognize and appreciate all that KSCS 96.3 FM—Cumulus Dallas contributes to the Dallas/Fort Worth community in which it serves. Like I said, just wanted to let you know, HE WAS GREAT!!! (But I'm sure you already know that) Again, Thank you very much!

Attached pic of Hondo and the ABS Students.

Most Respectfully,

Michelle McConnell

Campus/Job Placement Director  
American Broadcasting School  
712 N. Watson Road, Ste. 200 Arlington, TX 76011  
(817) 695-2474 or (817) 695-2838 (FAX)  
[michelle@radioschool.com](mailto:michelle@radioschool.com)

On the Web – [www.radioschool.com](http://www.radioschool.com)

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Follow us on TWITTER <https://twitter.com/absradioschool>

It's a GREAT day to be in radio!!!!

*"Over 4000 broadcasters in more than 43 years"*

